

@OrganicTrade
#ORGANICWEEKDC



1. **SHARE HIGHLIGHTS FROM ORGANIC WEEK**
2. **TWEET THANK YOU MESSAGES TO CONGRESS AFTER YOUR HILL MEETINGS**

As you meet with Members of Congress and organic industry leaders during Organic Week, be sure to share your favorite moments on social media to expand their reach! The \$67+ billion per year organic industry is dynamic and evolving, and your friends and followers should know how proud you are to be a part of it.



Did you know that almost all Members of Congress are on Twitter?

Connecting with your Senator or Representative on social media is a simple act that can go a long way in building relationships on the Hill and sharing talking points with policymakers about the importance of organic.

If you have a Twitter account, (business or personal), be sure to follow-up your meetings with a friendly tweet!

QUICK TIPS

- Post with OTA's event hashtag #OrganicWeekDC and tag us @OrganicTrade
- Share positive messages from #OrganicWeekDC about the growth of organic
- Thank your Member of Congress for taking the time to speak with you
- Include the Twitter handle of your Member of Congress and Conference keynote speakers
- Take a photo with your Member of Congress and other OTA members in your group to share along with your post
- Favorite and retweet if your member of congress retweets or replies
- We also encourage you to post on any of your favorite social media channels using #OrganicWeekDC

SUGGESTED TWEETS

@OrganicTrade
#ORGANICWEEKDC



STANDARD THANK YOU:

Thank you @[member handle] for taking the time to meet with @OrganicTrade to talk about organic policy priorities! #OrganicWeekDC

BENEFITS OF ORGANIC (MEMBER OF CONGRESS):

.@[member handle] thank you for meeting with @OrganicTrade to discuss how organic is good for people, the planet, and business. #OrganicWeekDC

BENEFITS OF ORGANIC (GENERAL):

Organic is one of the fastest-growing food and farming sectors and the only one that is federally certified and guaranteed! Organic is climate-smart, protects consumer health, creates jobs, and lifts rural economies. @OrganicTrade #OrganicWeekDC

FARM BILL (MEMBER OF CONGRESS):

Thank you @[member handle] for meeting with @OrganicTrade; we look forward to your support of organic policy priorities in the 2023 Farm Bill! #OrganicWeekDC

FARM BILL (GENERAL) - CONGRESS:

Support @OrganicTrade's organic Farm Bill priorities to ensure responsive organic standards, thriving American farmers, and resilient organic supply chains!#OrganicWeekDC